

Table 4-13
Pricing/Enhanced TDM Implementation Strategies

Public Identified HOV/SOV Incentives, & Barriers Ridesharing Promotion Measures	Pricing/Enhanced TDM Alternative Elements	Possible Pricing/Enhanced TDM Implementation Strategies
<ul style="list-style-type: none"> Create tourist - friendly car-free zones 	<ul style="list-style-type: none"> No component included 	<ul style="list-style-type: none"> Develop a demonstration program for an auto free zone with measurable performance indicators such as: <ul style="list-style-type: none"> increases in transit ridership net change in traffic on surrounding streets, change in retail sales
<ul style="list-style-type: none"> Education/promotion techniques to change travel habits of SOV users 	<ul style="list-style-type: none"> TDM model predicts the impact of employer support programs including time spent by the Employee Transportation Coordinator and the level of commute alternatives information and promotional effects. 	<ul style="list-style-type: none"> Support a comprehensive parking management program among non-commuters with: <ul style="list-style-type: none"> Special discounts for shoppers Two for the price of one meal coupons Reduced prices for entertainment Mileage credit by airline companies for those tourists arriving by other modes Expand or enhance employer promotions Expand <i>Traffic Solution's</i> marketing efforts to include general public education of the costs of SOV use/disincentives
<ul style="list-style-type: none"> Charge for SOV Parking (disincentives) 	<ul style="list-style-type: none"> Pricing element included. A \$3.00 per day parking fee for SOVs and a \$0.70 per person per day fee for carpools in all public & private spaces in the Study Area was used for analysis purposes. 	<ul style="list-style-type: none"> Pricing incentives including: <ul style="list-style-type: none"> transit fare reductions or employer subsidies, parking discounts for carpools and vanpools, parking tax,

	<p>Transit fare reduction of 50 cents/trip for home based work trips.</p>	<ul style="list-style-type: none"> transit fare subsidies (e.g. free use of downtown shuttles at lunch time) Discount for fuel used in vanpool fleets Employer parking pricing Modulating on- or off-street public parking prices. <ul style="list-style-type: none"> Develop pricing demonstration program
<ul style="list-style-type: none"> Start new employer vanpools 	<ul style="list-style-type: none"> Pricing element included vanpools parking for free Employer element included preferential parking for vanpools 	<ul style="list-style-type: none"> Discount for fuel used in vanpool fleets free use of electric shuttle services at midday by vanpoolers/carpoolers Promotional benefits (i.e. invitations to cultural programs, special events) Discount coupons to movies, theaters, and local events offered to vanpoolers.
<ul style="list-style-type: none"> Facilitate private vanpool formation 	<ul style="list-style-type: none"> Pricing element included vanpools parking for free 	<ul style="list-style-type: none"> Include non-company sponsored vanpools in promotional eligibility. Provide public or private financial aid for van acquisition.
<ul style="list-style-type: none"> Promote flextime 	<ul style="list-style-type: none"> Includes a 4/40 work schedule item in the employer element Includes a 9/80 work schedule item in the employer element Includes a telecommuting item in the employer element 	<ul style="list-style-type: none"> Target promotional efforts to those effective strategies (4/40 schedules, 9/80 schedules and telecommuting)

<ul style="list-style-type: none"> • Increase role of private sector in transit and ridesharing programs 	<ul style="list-style-type: none"> • Enhanced employer element included: <ol style="list-style-type: none"> 1. Modified work schedules, 2. Telecommuting programs, 3. Flex time, 4. Preferential parking for carpools and vanpools • A part- or full-time employee transportation coordinator • Ridematching and information services • Flexible work hours for employees who rideshare • Vanpool development with operating assistance • On-site bus pass sales and information programs • A guaranteed ride home program • A 4/40 work week that would be available to and utilized by 22 percent (based on national research) of the total employee population 	<ul style="list-style-type: none"> • Revise TDM ordinance at next review cycle to include a 2 year period for employers to achieve ridership targets • Include prescriptive strategies in the ordinance should individual employer targets not be achieved • Use the CMP Intersection performance as an additional measure to evaluate performance through: <ul style="list-style-type: none"> • increases in transit ridership • net change in traffic on surrounding streets
<ul style="list-style-type: none"> • Deploy better, more comprehensive dial-a ride/shuttle vehicles to supplement transit buses 	<ul style="list-style-type: none"> • Not included in this analysis 	<ul style="list-style-type: none"> • Incorporate elements of the enhanced bus shuttle service improvements in conjunction with ordinance revisions to achieve ridership targets. • Target employer promotions to include transit subsidies and parking cash outs